

## Press Release 06/07/99

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[Previous](#)[Next](#)**Contacts:**

Kathryn Scott  
Product Marketing Manager  
[@pos.com](mailto:@pos.com)  
408-524-4200  
[kscott@atpos.com](mailto:kscott@atpos.com)

Denise Apra  
Associate  
Walt & Company  
408-496-0900  
[dapra@walt.com](mailto:dapra@walt.com)

### **@pos.com Unveils the Retail Industry's First Web-Enabled Transaction Computer**

**@pos.com's iPOS Transaction Computer (iPOS TC TM) Brings the  
Best of Internet Technology and Multimedia Capabilities to the  
Point-of-Sale**

**SUNNYVALE, CA, June 7, 1999** - @pos.com, a leading provider of Internet-based electronic transaction management solutions, today announced the iPOS TC. The iPOS TC is the first Web-enabled, interactive point-of-sale transaction computer for the retail industry.

Providing a new window of communication to reach consumers and enhance the retail shopping experience, the iPOS TC is the first device of its kind to combine the functionality of a multi-payment terminal and signature capture capabilities, with a scrolling, color display and the power of Internet access. Featuring @pos.com's "Dual Channel" technology, the iPOS TC enables simultaneous connectivity to the retail POS host and to a LAN/WAN, allowing retailers to display line items or capture payment information, while also displaying compelling Internet-based content. This unique functionality provides retailers with added flexibility, while requiring minimal changes to existing POS systems.

The iPOS TC platform, which features VGA-quality graphics, animation and sophisticated audio capabilities, offers direct-to-consumer communication at the point-of-sale by enabling a new class of targeted promotional and marketing opportunities.

For the first time, merchants can display vibrant, compelling advertising and promotional content for immediate response during retail transactions. Merchants can also post questionnaires and customer satisfaction surveys directly on the device to receive comprehensive, real-time feedback. In addition, the iPOS TC is the first Java-enabled embedded system for the POS.

The iPOS TC offers a compelling ROI for merchants by streamlining operations, reducing costs and eliminating charge-backs due to lost or misplaced paper receipts. Additional benefits include:

- A migration path for developing customized loyalty programs
- Targeted, fully customizable one-to-one consumer marketing programs and special promotional services
- Advertising revenue generation capabilities

- Kiosk-like implementations with HTML/browser capabilities

"Developing new and innovative ways to enhance merchant brand loyalty is a must to stay competitive in today's retail industry," stated Kathryn Scott, product marketing manager, @pos.com. "By bringing the best of the Internet to the POS, the iPOS TC dramatically expands the possibilities for retailers to effectively communicate with their customers, while capturing the type of demographic information that enables one-to-one marketing, repeat buying incentives, as well as other new promotional programs. We expect that this type of functionality will have a profound impact on retailers' ability to differentiate themselves from the competition."

### **iPOS TC Features**

The iPOS TC features a patented, maintenance-free pressure-sensitive screen that enables touch-screen PIN number entry and electronic signature capture. It includes a three-track magnetic stripe reader for accepting debit and credit card payments, and provides an open-platform expandable design for easy migration to smart card technology, biometrics verification and other functionality. The iPOS TC features an HTML 3.2-compliant web browser, which makes developing custom retail applications easy with standard HTML development tools, JavaScript and Java applets.

With its split-window capability, the iPOS TC provides retailers the flexibility to simultaneously display multiple applications that may include a combination of surveys, transaction line items, electronic coupons and buying incentives—without delaying the transaction time.

The iPOS TC ships with the new iPOS Portal software to provide the device's graphical user-interface. The Java-based iPOS Portal software, which manages the information flow from POS cash register and Internet connection to the consumer at the POS, enables interactive customer communications throughout the retail transaction—e.g., survey participation, PIN pad entry, selection of preferred payment method, etc. The application is platform-independent, and is fully customizable to meet retailers' needs.

### **iPOS TC Technology**

@pos.com's "Dual Channel" technology enables simultaneous connectivity to the POS host (via RS232/RS485 or USB) and to a LAN/WAN (via a PCMCIA high-speed communications card). The unit also features an Intel StrongARM 190 MHz processor, a real-time operating system, and 8MB FLASH/16MBDRAM memory, which is upgradeable via a PCMCIA FLASH card.

### **Availability**

The iPOS TC will be available by July 31, 1999, from authorized resellers and direct from @pos.com.

### **About @pos.com Systems**

@pos.com is a leading Internet transaction management company

that Web-enables the POS (point-of-sale/service), and bridges the gap between the Internet and the physical, brick-and-mortar POS. @pos.com platforms increase revenue through interactive advertising, surveys and promotions, lower costs through fraud reduction, and increase transaction volume through effective, targeted marketing.

Best known for its PenWare iPOS[TM] (interactive point-of-sale) terminals, @pos.com offers PenWare brand terminals with touch-screen payment, interactive communication, secure signature capture and data collection capabilities. The company also provides a suite of software solutions for iPOS electronic transaction management that are sold through a direct sales force, OEMs, systems integrators and VARs.

Additional information is available at [www.atpos.com](http://www.atpos.com), by sending an email to [info@atpos.com](mailto:info@atpos.com), or by calling 1-408-524-4200.

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